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Rosemae Johnson
Iowa State College

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Iowa State College

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March, 1936

The Iowa
HOMEMAKER

Published by Students of Home Economics at
Iowa State College

*She Makes it Easier for Others
To Obtain Good Positions—*

This letter from an employer illustrates the value of the Home Economics Placement Bureau and the prestige that is built by students who "make good."

Mrs. Mary E. Sather
Home Economics Placement Bureau
Iowa State College

Feb. 6, 1936

Dear Mrs. Sather:

I have been trying to write you for weeks and weeks to tell you how much I appreciate the wonderful girl,, whose services I secured through you.

In making my selection from about fifty applicants for this position, it required much reflection and I feel that I could not have made a better decision. While all of her credentials were outstanding in every sense of the word, she is even more wonderful than I expected.

I do thank you so much and some day I hope to meet you in person and tell you of my sincere admiration and appreciation of her services

Sincerely yours,

.

The performance of every graduate who secures a position is a determining factor in creating demands for other graduates. Those who are taking full advantage of opportunities offered at Iowa State are preparing to discharge such responsibilities.



IOWA STATE COLLEGE—AMES

The Iowa HOMEMAKER

MARCH

VOL. XV

NO. 9

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BETWEEN you and me, it's what you wear between that new spring frock and your skin that makes or breaks the success of your costume. For beauty must be at least skin deep, and that means that it can't be disregarded in choosing undergarments.

Luckily for us, manufacturers have by no means been disregarding the effects of undies on our silhouettes. The new lingerie for spring shows that they have been madly racing to discover foundations, slips, brassieres and scants that will make us as graceful as Hebe.

They have new models of everything we wear, from the inside out. Shall we see what they've done with girdles?

These, for the most part are two-way stretch again. The boneless, two-way stretch models outold others in the ratio of four to one last year, according to one Iowa buyer. She said also that slim young things so obviously preferred them, that one company is now making garments of this type for fuller figures. The larger garments are capable of greater control, because they contain 37 percent more lastex than any others. But to return to things that concern us more than the fair forties—

New spring materials for girdles are very light-weight, plain and smooth—selected, you see, for coolness and maximum freedom of movement. There is even an air-conditioned fabric from England; its tiny perforations should make it ideal for summer. One unique garment has a light material in front and a heavy one over the back and hips.

A new wrinkle that makes crinkles impossible is the pantie girdle with garters which fasten stockings under the pantie legs.

Speaking of panties, the latest tights fit as if poured on. They are of knitted stocking cloth, have great elasticity, and are so small that they have no spare silk to wrinkle. Another thing about them that you'll like is their seamlessness. They're not a single

ridge to show underneath your clinging crepes.

But all their superiority would not matter if you covered them with ridgey, wrinkly slips. You needn't worry, however. Once your old underskirt goes to rag rugs, your slip troubles are permanently past. Listen!



Here is the gossip from Petticoat Court. There are new knitted, seamless slips. There are slips made from one piece of fabric, a construction called spiral-bias, and they have no side seams. The overlapping of cloth in back gives perspiration protection, and the spiral-bias cut makes a slip which fits smoothly and molds the figure.

Really unbelievable is the chemically treated slip. This magic piece of apparel is processed so as to be spot-proof

New Wrinkles in Lingerie

by Rosemae Johnson

and sani-proof, is guaranteed not to creep and has rip-proof seams. It is lovely to look at—satin with a narrow "crocheted" edging about its deep neck.

That brings us to finishes in underthings. The most notable changes have taken place in dyes. No longer are they restricted to tints of pink; instead, pale blues, hyacinth blue, heliotrope and chartreuse are enjoying increasing popularity. The latest and smartest trimming is fagoting, dainty enough to peep through the sheerest blouse, yet tailored enough for daily wear. Lace tops are favored for use under delicate waists, for foundation tops also. As for other decoration, the universal yearning for slim simplicity has made it pretty non-existent.

For the girl whose beauty is, as beauty must be, skin deep, the most enticing lingerie is the most inconspicuous.

So when you shop remember that the unmentionables have a lot to say about your appearance, and well constructed lingerie is, sartorially speaking, the best of investments.

Get that trim suit off to a good start. Fit its tailored skirt over neatly molded hips, and let an exquisite slip show through its crisp white blouse. Don't put all your beauty on the surface.

EXTREME? Of course, we have gone utterly high-hat on appearance values.

The Mad Hatter is doing his very, very best to confuse our "March hair" which we have brushed up and up to its very glossiest. Look—a pastel felt with a propellor front, and even the strongest March wind can't capture those new, jaunty sailors with chin straps—just for fun, of course. A Mexican sombrero comes in with a song and a promise. Try them all—your mirror is your best friend. It's going to be such fun to go home for spring vacation with a head start.

Decide for yourself to march on into spring in a smart wardrobe topped off with a refreshing navy or one of the new grey hats that will insure your most brilliant fashion future. Be exclusive enough to realize that March, the lion, is crouching for the spring, and don't let yourself be too rudely jolted from a winter daydream when the spring does come.

Iowa State Women Prove

A Light Purse Can Buy Loads of Style

so Says Sally the Style Scout

IOWA STATE women are opportunists when it comes to buying clothes. For three weeks Sally has been asking questions without finding anyone who follows a clothes budgeting plan.

Still there are plenty of campus women who have the knack of always looking trig and modish. They know how to choose their clothes and when to wear them. Here are some stylish formulas (instead of a budgeting plan).

Have you ever decided against wearing an attractive dress because your hat or coat would clash with it in color or style? Even the fashion experts disagree on just what should match and what should contrast. Still there has to be a certain degree of harmony in every effective outfit. And in order

to get this most college women who haven't the time or money to bother with lots of clothes recommend one main color for coats and accessories. Dorothy Stuart, who chooses brown, believes that having one color and sticking to it is one of the better ways to always look just right!

Catherine Carlin always looks sophisticated in her black coat, and she wears black accessories too. Ruth Dickinson knows just how to wear striking combinations of green and gray.

When the seasons change, the complaints about a shortage of accessories are loudest. Evelyn Davis gets around this by having the main parts of her wardrobe in two colors that go well together. A brown fur coat serves for dressy occasions and really cold weather. For intermediate wear she finds a brown and yellow tweed handy. At the first sign of spring she puts on her yellow polo coat with her brown accessories. Then she can switch accessories and her outfits will be almost as good as new.

If Alvina Iverson wants to look snappy she wears a fresh brown and white checked skirt with her short brown swagger coat with matching checked collar and cuffs. For a change she wears a plain brown skirt with the same coat.

"Clothes that are too striking haven't a place in a well planned wardrobe," Lucille Plocker believes, "because you as well as your friends get tired of them more quickly than more conservative clothes." Lucille likes dashing things, but believes that colors can be too flashy and lines too unusual. In a dark green crepe dress, Lucille fits appropriately into the scene of an informal dance or fireside.

Perhaps you have the problem of choosing for the day that sometimes makes you late for breakfast. What to wear for a change! Many women swear by sweaters and blouses. Others prefer suits, because a suit is good for both more dressy occasions and hard general wear. Tall and dark Ida Ruth Younkin is very trim in a tailored tan suit which she varies with yellow, brown, or green blouses and sweaters to suit the weather.

A change in collar and cuffs is such an old trick that I almost hesitate to mention it to fashion-wise readers. But the popular silver and gold lame col-



For general wear



For afternoon

lars will transform a dress. There is a bit of military dash about a gold lame collar which Arlene Baumhoefener uses to pep up a black crepe dress. While Beth Johnson's crisp starched lace collar ruffles up around her neck with a spring-like air.

You would be surprised what a change a small bunch of gay flowers will make on a dress. With her neat knit suits Jo Feddersen uses this trick to gain a different effect.

All women agree that they want clothes that harmonize but have variety. They want their money's worth in quality and style. But finally, they say that the way you wear the clothes counts almost more than anything else.

Hecs Have Double Job

Need Skill and "Pedagogical It"



Genevieve A. Callahan, editor of *Sunset Magazine*, San Francisco, Calif., and an Iowa State home economics graduate, recently compiled a booklet, "Preparation for the Business Field of Home Economics."

This is the first of a series of reprints from the booklet. It is published by the Home Economics in Business Group of the San Francisco Bay Region and may be obtained from "Sunset Magazine" or from Miss Alice Edwards, American Home Economics Association, Mills Building, Washington, D. C. Price 10c.

VARIOUS jobs make various demands upon the individual, but all home economics in business jobs have certain "pre-requisites" in common. Training and personal qualifications go hand in hand; neither can be said to be more important than the other, for both are essential.



She shows others

Certain courses in the home economics curriculum should be stressed for any girl who expects or hopes to enter the commercial field in any capacity. First of all, she needs skill in the manipulation of materials—for the commercial home economics job deals primarily with the handling and display of things. She may have been an A student in food or textile chemistry, in "family relationships" or history of costume design, but if she cannot actually make a good pie with neatness and dispatch, or cut out, fit, and sew a smart dress, she might much better forget all

thoughts of making a success in the business field. Theory is a splendid foundation for practice, but is no substitute for it.

Having developed skill in the handling of materials, one must be able to show others how to achieve the same results. Courses in public speaking, demonstration teaching, and journalism are invaluable preparation for commercial work. Practically everyone in the business field of home economics must daily show people personally through demonstrations, or by means of printed matter (which includes photographs and drawings as well as words) how to do certain things with certain foods, equipment, furnishings, or fabrics.

In addition to facility with words—



—how to do it

both written and spoken—and with the hands, some knowledge of office routine and methods is necessary for every would-be business home economist.

Filing is not to be overlooked. How to file one's own collection of booklets and bulletins is a problem in itself; and how to organize office files, and to train one's secretarial help in keeping them in usable order, is a much bigger responsibility than it appears on the surface.

The ability to use a typewriter is extremely valuable in any line of work; in fact, it is required in many commer-

cial jobs, for there are always reports to be sent in, and handwriting is an unbusinesslike substitute for the typewriter. Typing and shorthand, too, frequently function as the opening wedge into a good business opportunity for the inexperienced girl. But more of that later.

Spelling, grammar and arithmetic, while apparently out of fashion, still are just as much needed as ever in the business world. In an editorial job, particularly, one simply must know how to spell and punctuate, as well as to construct sentences that convey the meaning one has in mind. Knowing how to write a good letter—and how to dictate it as well as to write it out by hand—is of vital importance, for even in an editorial office, the home economist must write more letters than articles.

That a girl should have a year or two of teaching experience in order to crystallize and organize her fund of knowledge as well as to gain poise in dealing with persons and in handling situations, before she attempts to find a commercial position, is advised by practically all home economists in the business field. In addition to the reasons given above, such experience helps her to keep her balance and to keep from becoming too commercial in her point of view when she does enter the business field. The home economist in a commercial firm, you know, must act always as an intermediary between the firm and the homemaker.

And we have said nothing yet about personal qualifications—about intelligence and personality, which, no matter what the books may say, are actually of more importance than mere diligence in doing what one is told to do.

One piece of personal equipment the girl entering the business field must have been endowed with by nature: that is, a *promotional mind*. She must be a missionary at heart, filled with a desire to lead homemakers to better ways of homemaking—which means, of course, buying and using the particular commodity with which she happens to be dealing, whether it be magazines or mops, biscuit flour or oven glass, soap or sewing machines.

Along with this missionary zeal, she

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A Little Dignity with All Your Pep in Dancing

If You Would Please Your Male Partner

by Dorothy Fedderson

WHEN the music goes 'round and around," you had better know your man. Because you don't want to be the one who spoils a good time for both your partner and yourself. After interviewing 30 men about the way women dance, I know that they all have some pet irritations on the dancing floor.



From pep

Of course, there were some men who wouldn't talk. For the protection of the noble and courageous who would, those mentioned in this story claim they just picked up their ideas while watching the fray at the Cyclone Twister.

Since women are agreed that many faults in their dancing are due to the men, we'll let these arguments go a bit one-sided. "If you are dancing with a man who doesn't hold you right," Rose-mae Johnson explained the other day, "you are just stuck"—then she added, "out!"

Yet, that is the main grievance of the men. Robert Dodds, sitting at his desk in the Student office, just happened to be the first one to express the opinion that ice skating positions are definitely passé with the men. "I like them to stand up straight," he said.

But Lee Bagby claims that the woman who leans back is quite as bad when she gets off balance and slips on every other step. While George Dunkleberg objects to what he calls the "swinging chassis" movement which the forward balancers use.

"The men are often just as bad as the women," said Carl Hamilton, "but I like to see a little dignity in dancing and manners of college students."

The clinging vine, who wilts right on your shoulder, Wendell Marsh and Winn Heyer agree, is a burden too great to bear. "Airiness and lightness of foot make a woman charming on the dance floor," Robert Root remarked poetically.

Eat a dish of grapenuts or do something to get plenty of pep before you begin dancing. Welch Richardson feels that the woman who falls asleep on the dance floor and lets her partner crash back into someone has failed in her duty.

In the language of an engineer, Stanley Peterson says that women should respond to slight guiding pressure. "I like them to stop and start easily," said Lloyd Johnson, an M. E.

Verle Johnson emphasized the need for regular ball room dancing lessons. "How can a girl expect," he asked, "to



Through Ice Skating

be a really good dancer when she learns by dancing with other girls in the dormitory?

"A woman should know the difference between the different dance steps as well as some of the new steps," he said, "and when she wears a formal gown she should not act kiddish."

"Even perfect dancers," Clifford Briggs said, "sometimes ruin an evening by having hair that blows into your mouth." Dean Horning wonders if women could wear hair nets to prevent this.

Or such a little thing as wearing a dress that allows for only a ten-inch step would put a woman on the blacklist, Kenneth McGuiness suggests. Garner McNaught would blacklist anyone who spends the evening watching her own feet.

Knees that get in your way, Palmer Kalsen believes, come from a slouching posture. And by this time I am wondering if we are all a bunch of softies who have no backbone and heavy feet that land in the wrong places.

But at least there is nothing we can do to help Walter Barlow, who com-

plains that women dancers tend to come too tall.

Wynn Hanssen, George Arnold and Laurence Costigan would petition against talking and singing on the dance floor—although they would be lenient with the women who really can sing.

Enough of this or we shall all be getting inferiority complexes. We'll hope that the men like our dancing enough to take us all to a lot of dances, and after all, we weren't asking for compliments.

"And remember," Walter Barlow yelled from the doorway, "I like them short."



To dignity

BETTY JO NIENDORF, H. Ec. So., offers stiff competition to the members of her class in a costume design course in the Textiles and Clothing Department.

While attending Lindenwood College at St. Charles, Mo., last year, Miss Niendorf competed in a contest sponsored by Nell Donnelly, who is a graduate of Lindenwood and creator of many of the smart Nelly Don dresses. Before her marriage, Nell Donnelly created many of her own designs for the nationally known Donnelly Garment Company. Now she offers three \$10 prizes each year to Lindenwood students for dress designs on the basis of originality, workmanship, and usefulness.

Through the Gates of the White House

By the Skin of the Cheese

IT WAS a front page spread to the newspapers, but a lot of cheese for the president.

Even the brassiest press-agent trembled in his boots at the climax, the crux, the Big Idea of the Cheese Week publicity plan for presenting the President with 1,250 pounds of cheese.

Like all major campaigns, it seemed a simple enough idea at first! But cheeses weighing 1,250 pounds are a bit hard to come by, as several experts in the bulk cheese line will be glad to testify. Only by the cooperation of several agencies, some wire-pulling, and by dint of disappointing a customer or two in the southwestern part of the United States was the mammoth cheese procured.

And plans went forward to present the President with the cheese at the front door of the white house on Christmas day, a ceremony for which a sleigh-like float, six white horses in red harnesses, four historically costumed dairy maids, a driver in the garb of George Washington and loads of yellow and white chrysanthemums were essential requisites.

The float, shipped in parts by truck from Chicago, had to be set up, white horses and all, on Monday before the Thursday of the event in order to secure advance pictures required for printing. No float on Friday, no float on Saturday, no float on Sunday at dawn. The float was to be assembled in Baltimore, where men and equipment and facilities for trucking were available. Long distance wires hummed throughout a placid Sabbath morning. And at 9 o'clock the float, boxed in dozens of separate pieces, arrived in Baltimore.

IN the warehouse a huge truck body was waiting for its pictorial covering of canvas, wood, and much yellow and white crepe paper. From diagrams it was possible to get the dashboard in place in front instead of in the rear, and the sides seemed to fit nicely. Along towards the end of the afternoon, considerable of the younger fry of Lee street had come to look and wonder. One youngster asked in solemn glee, "Hey, is Santa Claus going to be in on this?" And, indeed, it seemed as though he must have been for the float began assuming proportions of a sleigh.

Finally, it was done—and stood in the shed in Baltimore, beautifully yellow and white, austerely large and handsome. LARGE was no word for it!

Imogene Powell

Foods as well as public idols need their publicity agents. To act as such an agent is a job that may fall to the lot of some Iowa State home economists.

Miss Imogene Powell, a graduate of Missouri University, works in the publicity department of the J. Walter Thompson Company of Chicago. Miss Powell relates her amusing experience in connection with a publicity stunt which she engineered for the cheese industry. She was a recent speaker on the campus.



As everybody stood about, exhausted, but faintly proud, someone looked at the float with a critical eye and said, "You know, I wonder if we can get this float through the white house gates!"

Followed a shuddering silence! At high midnight the party, dirty and weary, arrived back in Washington and hence to the White House gates. To the wonder and amazement of the occasional passerby and to the sharp questioning of the secret service men, the distance was stepped off between the gates, hitching posts, iron grill-work and all. It's a feat difficult to perform with any accuracy in shoes that do not measure 12 inches in length.

The cursory examination showed that it could not be done. It would be impossible to get the float through those narrow gates, built in ancient days exclusively for the carriage trade. If it could not be gotten through the gates, there could be no presentation, for the main and simple reason that if such things are not done at the White House front door, there is no news. It couldn't be done—and meantime, editorial Washington was steaming with news, part of it humorous, part of it serious about the Big Cheese at the White House! Unable to think, one could only wait until dawn!

At dawn, twelve expert teamsters and two engineering experts were called in, who, with ruler and slide-rule, thickness gauge and micrometer, went down to

make the official measurement. The White House gates, from stem to stern and pole to pole, are exactly 11 feet 3 inches wide. Our sleigh float was exactly 11 feet 1½ inches at the widest point.

There wasn't a driver in ten million who could make it with six white horses and a big cheese. But it HAD to be done! The last hope was staked in asking one particularly level-headed driver to do the impossible. And in a tone that made history he answered, "I'll get 'er through, if I tear off one of those White House gates, or one side of the float, or both!"

Wednesday, the day before the date of presentation, we had a cloudburst, such a solid day of rain as it would have been impossible to drive a team of horses through, much less a float adorned with crepe paper, four girls in flimsy if colorful satin gowns, and a large, very large piece of cheese.

Thursday dawned gray, cold, but rainless, and at least 20 photographers and upward of 50 newspaper men, correspondents and wire service men waited on the White House steps for the appearance of the float, little guessing the terror of the situation.

At last she hove into view—preceded by a kindly motorcycle escort. Slowly, slowly, the six white horses, their red cockades flying, navigated the rather sharp turn, slowly, beautifully, they came two by two through those narrow

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Dutch Treat Your Irish Spread

by Frances McTigue

IT MAY be the Irish in us—but doesn't a St. Patrick's day spread appeal to you? It's fun, even in the none too large college girl's room.

Of course, we're much too busy to do any decorating, but what a difference a desk makes—when it's covered with

a green crepe paper luncheon cloth and used with matching napkins, and maybe a few shamrocks pinned to the curtains.

It's inexpensive, too! Here is a menu and market list for a spread for eight. The prices are all approximate and you may do even better.

Menu

Corned-beef-lettuce sandwiches	
Mint-Grapefruit juice cocktail	
Olive Cake	
1 pt. grapefruit juice	\$.15
1 qt. ginger ale	.20
Few mint leaves	.10
Corned-beef	.25
Lettuce	.15
Bread	.10
1/4 lb. butter	.11
Olives	.39
Cake	.25

Total\$1.70

"Dutch treat" makes this "Irish spread" come to approximately 22 cents per person.

If you want to get by on still less money, this is always popular.

Menu

"Irish" potato chips	
Cheese dreams	
Tea, with lemon	
Dill pickles	
Tea balls	\$.08
1 lemon	.03
Cheese	.25
1/4 lb. butter	.11
1 loaf bread	.10
Dill pickles	.25
Potato chips	.30

Total\$1.12

This amounts to approximately 14 cents each for eight girls. The "cheese dreams" are made by buttering the outside of two slices of bread and putting slices of cheese on the inside, and toasting the whole sandwich in a grill until it is a golden brown.

Artificial Lights Give Plants a Break

by Janet E. Davenport

IN SPITE of limited window space many folk find it practicable to keep house plants in good, healthy condition by using plant lighting fixtures. This is possible even when the plants are located at the far side of the room.

Most plants require from 14 to 18 hours of light. During the fall and winter months there are not that many hours of daylight, so supplemental artificial light is necessary. Such light can be supplied with the plant lighting fixtures. These fixtures operate on the same principle as lamps and reflectors in greenhouses, providing a longer lighted period for the plants when the hours of daylight are few.

Plant lighting fixtures are similar in construction to regular wall, table and floorstand lamps, but have in addition containers for flower pots suspended from the shafts of the units so that the maximum intensity of the downward flux of light from the reflector or shade, designed to give from 100 to 300 foot-candles, falls directly onto the plants.

The units need be burned only during those hours when artificial light is ordinarily used, that is, from dusk until

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A lamp that gives light for reading and for growing plants.



What's New in Home Ec

Textiles

HERE'S a fashion hint that will add a note of spring to your winter wardrobe. Wear one of these new gaily colored shirtwaists with your winter suit skirt. A gingham rayon blouse is most practical, for it launders and wears much longer than one of a medium quality silk. A sleeveless, low necked sweater worn over this shirtwaist is an added bit of comfort and chic.



The introduction of spun rayon in towels will be hailed as good news by all who love luxury in the bath, for it brings new absorbency and unrivalled style. The story is this—rayon is highly absorbent; thus by interweaving it with cotton in just the right proportion, you get a soft pile towel which will envelope and dry you, without rubbing or friction.

A rich shadow stripe damask effect is achieved because the two yarns produce different textures, and also take dyes in different fashion. This, plus the fine styling, and warm color tones of yellow, green, rose and blue, leaves little to be desired in good looks.



If you have struggled with tangled knitting yarn, you'll be interested in an agile, collapsible little gadget made of white Pyralin and elastic, which stretches itself to accommodate your ball of wool. It is made with a looped cord which lets the container hang conveniently from the wrist.



Complete elimination of the slippery rug peril is now a practical possibility. For there is a new double-action type of Rug Anchor which grips not on one side but on two—nothing like it ever shown before. It clings to the rug as hard as it does to the floor. And the harder you push the more firmly it grips. Each side of the material is a crepey sponge-like surface.



The latest news of cellophane in the decoration field is ready-made glass curtains which combine the natural color slit cellulose film with ecru cotton. These curtains are presented in an open fishnet weave. The very slight

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Equipment

"SOAPLESS SOAPS" are now available as the latest dirt-chasing agents. Quick suds even in cold hard water, no soap scum or "rings," and instant rinsing are some of their selling points. They come in two forms—for laundering and shampoos.



Hostesses will find the new electric serving table a big help in entertaining. It is no trouble to set up, for the legs drop into place automatically when the top is held out. It can also be used as a fireplace screen or a card table. It is equipped with a triple outlet and an 8-foot detachable cord.



The newest kitchen table has a 25-inch by 36-inch monel metal top and a two-way electric outlet, the cord leading to the wall or floor socket being concealed in the tubular steel legs.



Frankfurters and rolls can now be baked at the same time on a machine designed for commercial use. Hamburger, veal loaf, and other meats can be substituted for the frankfurters. Capacity—216 units an hour.



Dust protectors to fit electrical equipment—electric mixers, waffle irons, sandwich grills, and dripolators—are now available. With bright bindings of yellow, green, red or blue, they will work into your kitchen color scheme. They are of a Cellophane cellulose film over gauze.

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Miscellaneous

IF YOU have never been afflicted with hay fever, nose colds or asthma, you may not be acquainted with the term allergist. It is a comparatively new word identifying a specialist in one branch of the medical profession that deals with these ills.

Allergic individuals are super-sensitive to a great many substances that are harmless to normal persons. And the sources of irritation are not all in the open fields and gardens; they may and often do originate in the home from ordinary house dusts traceable to pillows, the stuffing in upholstered furniture, cattle hair made into rug cushions, and, in particular, mattresses that collect and spread "dust atopen."

Something has been done to minimize that menace, for du Pont technicians working with a Cleveland, Ohio, manufacturer have developed a dust-proof mattress encasing that has proved helpful in many if not all cases. If determinative tests show that an asthmatic patient reacts to dust from bedding, and a competent physician recommends that the mattress be encased, then that is the thing to do.



The "All Guard" label which will appear on yard goods and ready-to-wear garments in March will assure consumers of a permanent washable fabric with only a small additional price of 2 cents a yard.



"OUR responsibility as home economists in buying goods this spring is to know how to judge materials intelligently," Miss Gladys Winegar, associate director of the Textiles Education Bureau, New York City, told textiles and clothing students recently.

"Consumers must make demands on their own part for labeled garments; they must complain and ask for garments which will neither fade nor shrink," stated Miss Winegar.

Two of the essential points that consumers should consider when buying materials were given by Miss Winegar—good quality and a yarn count which will stand up under severe laboratory tests.

Muslin, shantung, linen, sheeting weight, and broadcloth, which will be exceptionally popular this summer for sports wear, travel and everyday use were displayed by Miss Winegar.

omics



Foods

DRIED young cereal grasses such as oats, barley and rye are proposed as an addition to our daily dietary by Dr. C. F. Schnabel, a chemist. In a New York Times story he says, they have a much greater nutritive value than vegetables such as spinach, carrots, lettuce, collards, endive and chard. Another talking point, according to Dr. Schnabel, is that the grasses taste and smell like malted milk and contain from 30 to 40 per cent protein. He warns that one-half of their content of vitamins, minerals and fat depends on their being harvested at the right time. They can be combined with other foodstuffs in addition to being eaten as vegetables.

✧

NEARLY 14 percent of all nuts eaten in the United States are cashews. The U. S. Bureau of Agricultural Economics says that whereas in 1929 cashew nuts made less than a third of one per cent of all nuts (not counting peanuts) eaten in the United States, by 1935 they had reached 13.9 per cent and were exceeded by only walnuts and pecans. All cashews on our markets are imported, 98 per cent coming from India and the rest from other parts of Asia and from Haiti. The duty is 2 cents a pound. New methods of husking and packaging have improved the keeping and other qualities.

✧

For variations in the salad dressing, Roquefort cheese may be added.

New York State College of Home Economics says a cotton or outing flannel sack is better than the old sugar or flour sack for making clear, shimmering jellies.

Formerly the bay leaf, under the

name of laurel, was used to crown the victorious leaders of Rome. Today this aristocrat of herbs has fallen off its throne into the housewife's soup.

✧

IF YOU can imagine eating 21-year old potatoes, you will have an idea of some of the foods taken on the second Byrd Antarctic trip", Dr. Poulter, who was second in command of the Expedition, said in an interview while on the campus lecturing.

These potatoes, which were dehydrated for the army in 1915, were only a few of the dried vegetables which they took, in addition to the canned fruits, cereals, 100 tons of beef, mutton and pork, butter and other staple products.

Even though most of their milk was canned, they had four cows in camp to furnish fresh milk in case of sickness. The favorite cow was nicknamed "Southern Girl".

"When we first arrived at Little America, we found some eggs that had been left there four years before. After they were cooked, we discovered them

to still be in good condition", Dr. Poulter related as he sat on the edge of a desk in Physics Building.

"On the trail," said Poulter, "Pemmican was the chief food—it is made from, beef, fat and dried foods and is very concentrated. Cooking off base was celebrated with a very special supper," he added.

The menu was as follows:

Vegetable soup			
Roast pork		Cream gravy	
Snowflaked potatoes (dehydrated)		Creamed carrots (dehydrated)	
Hot apple pie			
Orangeade		Coffee	
Bread	Butter	Marmalade	

With the oncoming of arctic day, the discovery was made that the expedition was nearly out of beef, but they had ample amounts of salt horse, pig knuckles, ham, mutton, and ground seal, which was prepared in camp and used for both dogs and men.

"No more dehydrated vegetables for

(Turn to page 16)

How Some People Feel About It

JOB Satisfaction—the way the individual reacts to unpleasant situations; the facility with which he adjusts himself to other persons; his relative status in the social and economic group with which he identifies himself; the nature of the work in relation to the abilities, interests, and preparation of the worker; security; and loyalty.—ROBERT HOPPOCK.

✧

Even a simple knife and fork purchased at a five and ten cent store may have great beauty if they are properly designed. The fact that a large price is paid for a work of art does not necessarily mean that the object has great beauty.—KARL S. BOLANDER.

✧

Art has two major purposes—to hold up a mirror to life and to idealize life in the hope of making it richer.—DEAN NEWCOMB.

✧

A demand for well-trained and recently trained home economics teachers which is in excess of the supply on the personnel rolls at Iowa State College, was reported by Miss Regina Friant, associate professor of home economics education.

"Of the 79 girls who were registered in the teaching course during the past 12 months, all but 3 have been placed in teaching positions," Miss Friant explained, "and those 3 did not indicate

a desire for a position."—IOWA STATE STUDENT.

✧

The depression is over as far as teachers are concerned. The outlook is the best it has been in several years. There is a distinct shortage of teachers in the whole North Central area, and salaries have been increasing. It looks to me as if there would be a still further increase.—DEAN J. E. FOSTER.

✧

"Fitting into environment is the secret of happiness and personality adjustment. It is that feeling of being out of step with situations around us that makes us uncomfortable and probably unhappy."—GERALD B. WADSWORTH.

✧

The humble dwelling places of the peasantry of Europe are interesting because they were built by the same people who constructed the great cathedrals.—DON P. AYRES.

✧

It's a great day in anybody's life when he begins being a person with a purpose.—DR. HAROLD C. CASE.

✧

A dull student, who, by working up to his capacity, barely makes passing grades or even fails to do so is entitled to much more consideration than a brilliant student who, without working, can maintain an average academic grade.—COMMITTEE ON STUDENT PROGRESS.

Graduates Teach Vocational Homemaking

Others Serve as Dietitians, Home Demonstration Agents

LA MISBACH, Dec. '35, is home economist with the Hubbard Ice and Fuel Company, with headquarters at Cedar Rapids, Iowa.

Naydine Blume, '33, began work in January as assistant dietitian in the Denver General Hospital, Denver, Colo.

Alice Knudson, '34, who took hospital dietetics training at the Philadelphia General Hospital in Philadelphia, was retained as metabolic dietitian after she completed her training on Jan. 15.

Helen Clemons, '35, is employed as a copywriter in the packaging department of Sears Roebuck Company, Chicago.

Clella Jenkins, M. S. '31, is engaged in Red Cross nutrition work, St. Louis, Mo.

Myrtle Anderson, '35, is employed by the Twin City Unit of the National Dairy Council and works through the schools of St. Paul, Minn., promoting the use of milk.

Adeline M. Church, M. S. '35, went to Bowling Green, Ky., on Jan. 27, where she teaches nutrition, dietetics and household equipment in the Western Kentucky State Teachers College.

Dorothy Dorris, '32, who has been assistant dietitian at the State Juvenile Home, Toledo, begins work Feb. 3 as dietitian of the Dixon Public Hospital, Dixon, Ill.

Mildred Beeler, '30, is home demonstration agent in Des Moines and Lee Counties. She began work the week of Jan. 12, 1936.

Florence Schuerman, '31, was selected in November to serve Poweshiek and Iowa Counties as home demonstration agent.

Manetta Heidman, '23, M. S. '27, has a sabbatical leave from her duties at Kansas State College, Manhattan, Kan., and will study at New York University during the second semester and summer of 1936.

Lillian Lewis, '29, is working full time in Fayette County as home demonstration agent. Mabel Phipps, '19, now devotes her entire time to home demonstration work in Madison County.

Maude Glenn, M. S. '33, who has been teaching in the Mt. Vernon, Illinois, High School has accepted a fellowship at the University of Minnesota and will begin study towards the Ph. D. degree at the beginning of the second semester.

Scrapbooks Is Theme

SCRAP books have been the theme of our freshman homemaking classes. They are full of art in everyday life, apron construction, planning and preparing for breakfasts, everyday manners (the story of our teas and play come under the courtesy unit), Christmas gifts and candies. Soon we will be learning how to tell stories to children and preparing our plans for hot lunches. After that any need that seems to be uppermost will be the topic of learning.

Canning, slip covers, house-planning and home furnishings, make-over work in clothing and hot lunches for the school has been the course followed by the sophomore girls. They soon will begin clothing construction work. —Janice Stillians, '35, Bondurant Iowa.

Mary Louise McIlvaine, M. S. '35, is teaching foods and living in the home management house at the Washington State College, Pullman, Wash. Miss McIlvaine began her new work at the beginning of the winter quarter.

Margaret Dunkelberg, '35, who has been teaching at Modale was elected as home demonstration agent of Palo Alto County, effective Jan. 30.

Beatrice Ferguson, '34, manages the Harding Restaurant in the Fair Store, Chicago.

Katherine Herrig, '34, is production manager of the Colonial Tea Room kitchen of the Harding Restaurant Company in Chicago. She started Jan. 27.

Margaret Liston, '27, is local supervisor and Margaret Werts, '35, is assistant local supervisor for Vermont in the Cost of Living Survey being conducted by the Federal Government under the auspices of the Bureau of Home Economics.

Helen Newcomer, '34, left Jan. 4, for Cleveland, Ohio, where she has accepted a position as assistant dietitian in the University hospitals.

Vocational Work Offers Challenge

WE ARE very proud of our newly established Home Economics Department. Our department was remodeled and newly equipped previous to the present school term and is housed in a building apart from the other classes.

Upon entering this building one finds himself in a very cosy vestibule, furnished attractively with a wicker set, a neat little table on which we keep flowers or bookends. The rug on the floor also adds to the coziness of the room. A large oil painting on the wall gives much beauty to the room.

Off the vestibule is a large hall on either side of which are four unit kitchens decorated in green and tan. Each kitchen is very large and light. Leaving the kitchen, one en-

ters the recitation room. In this are six serving tables, and a large built-in cupboard at the back of the room provides adequate room for materials used in our work. Two pots of ivy add a homey touch to the room.

Vocational work offers a great challenge and is a marvelous way to help and be of service. I'm truly glad I am located in a vocational school.

Adult classes are fascinating; we have been working on a unit in home nursing and Bondurant women are vitally interested in it. Following our class (discussion type as a rule) we play volley ball with the men's class, then imbibe coffee and doughnuts.—Francine Frakes, '30, Iowa Falls, Iowa.

Iowa State Faculty Makes Science

MAKING science occupies as much time as teaching it, many of the home economics faculty find.

Albino rats, test tubes, statistics—these are the instruments our professors use for learning new facts about nutrition, textiles and economic problems. Below are lists of research problems now in progress.

Foods and Nutrition:

Growth, reproduction, lactation, longevity, and hemoglobin formation in albino rats on meat diets contrasted with their response on the Steenbock stock diet and on the Sherman milk diet, 10/24/31, P. M. Nelson and P. Swanson, assisted by M. Gunson (Purnell and State).

A study of the conditions influencing the production of uniform experimental animals in the stock colony, 10/24/31, P. M. Nelson and P. Swanson, assisted by G. Timson (Purnell and State).

The influence of experimental technic during the depletion period in vitamin A determinations on the response of the test animals to supplementary feeding of the vitamin, 10/24/31, P. M. Nelson and P. Swanson, assisted by G. Timson (Purnell and State).

The association of vitamin A with plant pigments, 10/24/31, P. Swanson and (E. S. Haber, Vegetable Crops) (Purnell, State and Misc.).

The relationships of the physical and chemical characteristics and constants of lard to its culinary value, P. M. Nelson and B. Lowe (State).

The effect of hydrogenated lard, storage lard, and heated lard on the destruction of vitamin A in foods, P. M. Nelson and B. Lowe [cooperating with chemistry] (State).

The influence of the feeding of certain fats upon the quality and palatability of beef [M. D. Helser, F. D. Beard, and C. C. Culbertson, Animal Husbandry], and P. M. Nelson and B. Lowe cooperating (Purnell).

Household Equipment:

A study of the application of heat to cooking utensils of different materials, 10/14/33, L. J. Peet and L. O. MacDonald and [F. E. Johnson, Electrical Engineering], B. Lowe, and [J. W. Woodrow, Physics] advisers (Purnell and State).

Electric cleaners—I. Effect on dirt removal of nozzle height, speed of cleaning, and length of cleaning. II. A comparison of the ratio of nap removal and dirt removal in eight electric cleaners, L. J. Peet, L. Sater, and E. Beveridge (State).

Textiles and Clothing:

The deterioration of weighted silks under the conditions to which fabrics are subjected in service and maintenance, 10/28/32, revised 8/19/35. Effect of stem on iron-weighted, lead-weighted, tin-weighted, and zinc-weighted silk, R. Edgar [Chemistry] (Purnell and State).

Housing:

The analysis and interpretation of housing data secured in representative farm and rural communities in Iowa [Agr. Econ., Agr. Engineering, and Agr. Extension Service], M. Reid and H. Giese (Purnell).

PUBLICATIONS OF THE YEAR

Progress reports in Iowa Sta. Rpt. 1934, pp. 81, 144-151.

Housing:

Status of farm housing in Iowa, M. G. Reid. Iowa Sta. Res. Bul. 174 (1934), pp. 113.

Status of town and village housing in Iowa, M. G. Reid. Iowa Sta. Res. Bul. 186 (1935), pp. 128.

Household Equipment

Passing an electric current through food and fruit juice.—I, Design and use of suitable equipment. II, Cooking food and sterilizing fruit juices. Iowa Sta. Res. Bul. 181 (1935), pp. 273-312.

Foods and Nutrition:

The food consumption habits of 145 Iowa farm families, P. M. Nelson, E. E. Hoyt, I. McLaughlin, and E. C. Morgan. Iowa Sta. Bul. 377, in press.

Inorganic salts in nutrition.—IX, Correlation between suppressed growth and the development of polycythemia induced by feeding a ration poor in salts, P. P. Swanson and A. H. Smith. Jour. Nutr., 8 (1934), pp. 659-667.

Some observations on the physiological adjustment of the albino rat to a diet poor in salts when edestin is the source of dietary protein, P. P. Swanson, G. H. Timson, and E. Frazier. Jour. Biol. Chem., 109 (1935), pp. 729-737.

The effect of nutritive state on the quantity of vitamin A present in the leaves of *Coleus blumei*, E. S. Haber and

P. P. Swanson. Jour. Agr. Res. (U. S.), 51 (1935), pp. 75-81.

Iron metabolism in the regression of nutritional anemia, V. M. Enblom and P. P. Swanson. Abs. in Jour. Home Econ., 27 (1935), p. 539.

Regression as a tool in the biological assay of vitamin A, P. P. Swanson and G. H. Timson. Abs. in Proc. Amer. Inst. Nutr., Jour. Nutr., 9 (1935), Sup., p. 10.

Textile Chemistry:

The cleaning of weighted silks, J. E. Ross and R. Edgar. Jour. Home Econ., 27 (1935), pp. 106-110.

Degradation of fibroin by acid and alkali, C. E. Walde and R. Edgar. Textile Res., 5 (1935), pp. 460-466.

Research in progress is indicated by project title, date of approval by the Office of Experiment Stations, U.S.D.A., if the project is supported in part or as a whole by Federal funds, names of project leaders and research workers, and sources of financial support. The terms Purnell, Adams and Hatch refer to Federal funds provided for research at the State agricultural experiment stations under these Congressional Acts. Brackets are used to indicate the departments other than Home Economics either cooperating in the research, in which case only the names of the co-operating research workers and departments are bracketed, or entirely responsible for the research, in which case the project titles are also included within the brackets.

Hot Breads Popular Tea Room Fare

HOT breads have proved to be the most popular food in the Institutional Tea Room this quarter, according to Miss Lenore Sullivan, Institutional Management Department.

Miss Sullivan says there are certain foods more popular than others in any group of people. The group being served recently is especially fond of hot breads, and so these have been made a daily feature.

The winter quarter has been a very busy one because of the extremely cold weather and the number of short courses held. During cold weather many persons eat at the tea room rather than walk back to their homes at noon.

Toward More Pertinent Reading

Posture

REMEMBER how irritated you used to be when well-meaning mothers and aunts and grandmothers would chide, "Goodness, child, do stand up straight! You're getting to be terribly round shouldered." You knew perfectly well that you did slouch along pretty badly at times, but you always hated to be told about it.

Maybe you still ought to be told, and if so, Janet Lane, in her little book, "Your Carriage, Madam!", can tell you in a way that will make you unconsciously slide those hips back in your chair and hold your head up before you've even gotten through the first chapter. Her delightfully gay and chattering style makes you forget that you're getting a much needed sermon on the principles of good posture—like taking a sugar-coated pill.

In 130 pages Miss Lane has presented all the information one needs to know in order to walk through life smoothly and gracefully instead of jumping and jerking along like a balky Ford. She knows that double chins, flat tires, and bulging hips are due to the fact that you collapse in a puddle when you sit down and don't bother to pull yourself together when you stand up—not due to the extra poundage put

on from eating two helpings of dessert.

Managing all your bones and muscles correctly is really a nice problem in engineering.

YOUR CARRIAGE, MADAM! By Janet Lane. 130 pp. New York. John Wiley & Sons, Inc. Sold at Student Supply Store. \$1.

Dress Design

"OH, I could talk for an hour," said Nell.

"On the psychic basis of dressing well.

It isn't a figure, it isn't looks.

It isn't going to first-rate places.

Believe me, the thing has a psychic basis.

It's caring... caring a terrible lot... Whether you're right, or whether you're not."

These eight lines of Alice Duer Miller's precede the first chapter of the book, "Dress Design and Selection," by Marguerite Stotts Hopkins, former instructor of costume design at Iowa State College. Mrs. Hopkins' book is a presentation of the practical and fundamental principles of design which one must know if one does care to be well dressed.

It is a well-known fact that dress is an indication of the personality; the

design, color, material and accessories of the dress are all important factors which determine the personality of the costume and adapt it to the individual. In addition to a discussion of these problems of dress, Mrs. Hopkins includes in her book a complete and practical chapter on stage costuming.

Each chapter of the book contains illustrations, line drawings, pen and ink and half tones, which are informative as well as unusual and attractive. An appendix, suggestions to teachers and exercises at the end of each chapter for students make Mrs. Hopkins' book valuable as a textbook for design classes.

Mrs. Hopkins after her graduation from the University of Nebraska with a major in English and Fine Arts spent one year each in the Paris and New York branches of the Frank Alvah Parsons School of Fine and Applied Arts. After designing in Los Angeles and teaching art and costume at a Kansas City high school and Kansas State College, she became a member of the Iowa State faculty and secured her M. S. degree.

Mrs. Hopkins has now retired from the teaching profession and is busy enjoying her new home in Ames which she planned and decorated herself.

Marguerite Stotts Hopkins: "Dress Design and Selection." Macmillan Company. 196 pages. Sold at Student Supply Store, \$1.75.

'TIS SPRING

TRA-LA!

And it's time to think of suits and accessories and all the things that fair weather brings forth.

When you are in a quandary as to what to buy, read up on your Iowa Homemaker advertising. Let it help you find the best place to shop to suit your needs. It will suit your pocket-book, too.



Food Buying

FOOD BUYING TODAY," a recent foods book by Alexander Tordoff, presents many interesting food facts and accurate food information. This unique book makes it possible for all to become intimately familiar with the foods we eat and to be able to distinguish between the different grades and varieties. This volume, written by a food authority, tells precisely what one should know about all lines of foods. It contains interesting little photographs specially made to convey accurate information with each one telling its own story. The book is written in the form of foods questions and answers. The following are examples taken from various sections of the book:

Question. How can one tell what kind of salmon is in a can?

Answer. The name of the species usually precedes the word "Salmon" on the label; as, for instance: "Chinook Salmon," "Pink Salmon."

Q. Is it to the advantage of the consumer to buy the large-sized prunes or the small-sized?

Coming Up in the Movies

A. Actual tests have proven that there is much more meat for the money in a pound of small prunes than there is in a pound of large ones.

Q. What do the words "Orange Pekoe and Pekoe" on the label mean?

A. Tea so labeled is a mixture of these two sizes of leaf.

Q. What is the difference between corn meal and corn flour?

A. Corn meal is the coarsely ground kernel of the corn, either white or yellow; corn flour is finely ground and sifted white corn meal.

Q. What kind of soup is green turtle soup?

A. This soup is made from rich turtle stock thickened with brown flour and seasoned with herbs. Contains pieces of turtle meat, usually cut in cubes.

Q. What kind of soup is julienne?

A. This soup consists of beef broth, whole small fresh peas, and shredded carrots, turnips, celery, leeks, and cabbage.

Q. What kind of soup is mock turtle soup?

A. This is a dark-colored, strong-flavored soup. It is usually made of a combination of tomato and meat juices, thickened with rice flour and flavored with sherry and various spices and herbs. Contains small cubes of the gelatinous meat from calves' heads.

Q. What is peaberry coffee?

A. The beans of the peaberry coffee are round instead of flat on one side. The peaberries are usually found at the top of the coffee bush and are separated from the flat beans after the hulling process.

This book contains much information of value to consumers, teachers and students of home economics. It may be obtained from The Grocery Trade Publishing House, 755 N. Central Avenue, Chicago. The price is \$1.00.

New Booklets

"LOW Cost Special Diets for Adults," a booklet prepared by a joint committee of the Dietitians Association of Philadelphia and the Pennsylvania State Dietetic Association has been revised, and the new edition is obtainable from Dr. Marion Bell, Temple University, Philadelphia, at 25 cents a copy.

THE San Francisco group of home economics women in business has issued a second edition of a list of books, pamphlets, and magazines dealing with food, nutrition, and entertainment which its members have found helpful in forming and building reference libraries. Copies, at 25 cents each, may be ordered through Julia Hindley, Safeway Stores, Inc., Oakland, Calif.

PICTURES which you will probably be seeing soon are Show Boat whose cast includes such musical talent as Paul Robeson, Helen Morgan, and Irene Dunn; Little Lord Fauntleroy, in which rFreddie Bartholomew makes another star performance; Strike Me Pink, an Eddie Cantor fantasy; and Desire, with Marlene Dietrich and Gary Cooper.

Romeo and Juliet

After years of waiting it seems that

William Shakespeare has finally won recognition as a movie writer, although we can't say the movies always do him justice. "Romeo and Juliet," recently played by Katherine Cornell in Des Moines, will be portrayed by Norma Shearer upon the screen. Leslie Howard will be her Romeo. The costumes especially designed for the picture by Adrian, are beautiful, and have already had their influence on the fashion trend. Perhaps you've noticed the cunning pearl Juliet caps.

For Home Economists

"A BIBLIOGRAPHY FOR HOME ECONOMISTS" in which books and pamphlets dealing with entertainment and etiquette are listed was recently compiled by the San Francisco Section of Home Economics Women in Business.

Some of those recommended are:

"The Book of Games and Parties" by Theresa Hunt Wolcott. It is an excellent "never fail" party book for all ages and is arranged by months.

"Brain Teasers" by Julian Longstreet. This book contains short problems of the type, "Brothers and sisters have I none, but this man's father is my father's son."

"Cokesbury Party Book" by Arthur M. Depew. Planned parties arranged by months using 600 games and stunts for all ages are described.

"Dame Courtsey's Art of Entertaining" by Ellye Howell Glover. This is a general party book arranged also according to months and containing plans for holidays, anniversary parties, showers, etc.

"Dame Courtsey's Book of Games for Children, for Indoors and Outdoors and All Occasions" edited by Ellye Howell Glover. Many schemes, some old, some new, and some from foreign lands, all practicable for children between the ages of three and fifteen are included in the book.

"Dame Courtsey's Book of Guessing Contests," by Ellye Howell Glover. It is a collection of old and new contests, easy and hard, for young and old.

"Entertainment for All Occasions," by Corrinne Wentworth. Parties completely planned for all occasions are described.

"Everyday Games Book," by V. C. Alexander. Organizers of club, givers of parties, and teachers will find in this games for every occasion.

"Everybody's Party Book," by Wil-

liam and Bonita Keasbey. This is a practical first aid to harassed hosts. It is full of ideas for games, stunts, decorations, and refreshments.

"The Fun Book," by Edna Geister. Included in the book are ideas for parties and stunts for every month of the year.

"Ice-breakers and the Ice-breaker Herself," by Edna Geister. This is an old but exceptionally good collection of games and stunts for large or small mixed groups.

"Name It," by John Gray and "Lloyd." This is a pictorial quizz book with answers covering many fields.

"101 Games," by Maude Day Baltzell. Boys and girls will find games of all types suitable for any occasion.

"Up-to-Date Social Affairs," by Mrs. Herbert Linscott. Specially planned parties for clubs are explained and the duties of the social committee are described.

"What'll We Do Next," by Edward Longstreth and Leonard T. Holton. This is a book of games and parties for sophisticated people.

"Who is the Genius," by Robert Streeter and Robert Hoehn. It contains blanks for various "intelligence games."

"Winter Nights," by R. M. Abraham. Ideas for tricky things to do with cards, paper, coins, matches, and string, brain teasers, songs, etc., of the type currently popular are described. It is especially recommended for invalids.

"Good Manners," by Beth Bailey McLean. This is an etiquette book written especially for young people.

"Meal Planning and Table Service," by Beth Bailey. Table service in varying degrees of formality is explained.

Vogue's Book of Etiquette, "Vogue," explains present day customs of social intercourse and the rules for their correct observance.

"Table Ways of Today," the new and fashionable in silver service and correct table setting are described.

MANNISH STYLES FOR WOMEN HERE TO STAY

STYLES OF TRUE INDIVIDUALITY

Tailored to your personal measure now—for less than the cost of a ready-made garment. You may enjoy the luxury of Any Style coat, suit or ensemble, tailored to fit your personal figure and designed to express your true individuality.

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AS HANDY

AS

YOUR FIRST EAR-MUFFS

AS NECESSARY

AS

YOUR PENCIL



THAT IS WHY WE ARE HERE

TO SERVE

YOUR

Every Classroom Need



College Book Store

ON THE CAMPUS

RUTH TAYLOR, New York business woman and experienced writer and editor has completed "The Kitchenette Cook Book." This compact cargo of menus and suggestions is designed to meet the problem of limited space, time and finances. As published by Charles Scribner's Sons it will be bound so that the natural tendency of cook books to close up during a session despite milk bottles and spoons will be defeated. A spiral binding keeps the book open to the chosen recipe.

What's New

(Begins on page 8)

IT'S something new and efficient. For two years the Corning Glass Company has experimented on glass to find one that can withstand extreme temperature changes and direct flame cooking.

At last the Top-of-the-Stove-Pan is the answer to their efforts. After making 36,000 tests in which 9 tons of potatoes and several thousand pounds of hamburger have been used, Miss Lucy M. Maltby, home economics advisor to the glass company, has recommended it for efficient cooking.

Chicken a la king, creamed potatoes, caramel dumplings, Yorkshire pudding, and cream of tomato soup are some of the most successful recipes.

And here's a tip for you who don't like to wash dishes. Chicken a la king, for example, may be cooked in glass, served in the same dish, put away in the refrigerator in the same one and the next day back on the stove without being transferred from one dish to the other.

And here's a help to the newly-wed. There won't be any scorched creamed potatoes, so that the groom has to say the doctor prescribed charcoal for his indigestion. The very bottom of the pan can easily be watched.

And one for the hostess, too. Prepare the Yorkshire pudding on the stove and then serve it piping hot in the same dish by merely removing the handle.

And for those who have to "count the pennies." That extra spoonful of caramel sauce on the dumplings can be saved by not having to transfer it to another dish. Also, you will find that the glass will heat up more rapidly than other kinds of utensils.

There is one thing that should be remembered—the Top-of-the-Stove-Pan is not a substitute for glass oven-ware, which is only for oven use, while the new pans are for direct flame cooking.

One of the latest spring style trends is the divided skirt. If you're buying a new spring suit this spring, why not inspect one of these new style skirts which are designed for greater freedom and comfort. Many of the spring suits include three pieces, a jacket, a skirt of contrasting material and a divided skirt.

Business Hecs

(Begins on page 4)

needs a personal magnetism, the sort of something, which, in teachers, that noted western educator, Brother Leo, calls "pedagogical it" and which is illustrated in a rather exaggerated manner by Sister Aimee McPherson. Frequently overlooked is the fact that buoyant health contributes to this magnetism of which we speak. We need scarcely remark that good health, both physical and mental, is a matter of vital necessity to the home economist in a business position. "Days off" are almost out of the question.

A winning, charming personality is not one hundred percent dependent upon natural endowments; it is something that can be developed and improved by constant cultivation of one's best traits, and by unrelenting work at weeding out the less desirable ones. The building of a pleasing personality cannot be done merely by reading books on charm and the like; it can be done by working to apply to oneself what one reads or hears or thinks might be desirable.

This winning personality that means so much to the business home economist—and, of course, to every other human being under the sun—is largely founded upon a sincere interest in and liking for people as individuals. This trait, which also may be encouraged to grow and flourish is vitally necessary because it makes it easy for one to meet the public. Even if one is inclined to be bashful and timid, she can learn to forget herself and thus overcome her timidity by means of her interest in others. There is no place for the misanthropist in the field of home economics in business.

There are dozens of other helpful traits that could be and perhaps should be listed: tact; versatility, adaptability, and resourcefulness; a sense of the significant; the ability to concentrate, yet keep an eye on details—one's tickets and trunks, for example, or one's stenographer's or cook's progress with a piece of work, and so on; quickness of mental and physical reactions, but slowness of such emotional responses as anger. Particularly must one be impersonal in her viewpoint. She must not look upon criticism from her superiors as a personal affront. A college girl does not flare up, or worse, cry, when her teacher gives her a B-grade; and she must not flare up, or cry, when her employer or office superior points out something poorly done. By the same token, if her boss does give her a kind word now and then (not many of them do it often!) she is not justified in imagining that he is in love with her, or has any designs whatever except to increase his business. The rule, as expressed by successful business women generally is, be a charming, delightful

person always, but keep an impersonal viewpoint of it is humanly possible.

The value of good personal appearance must be not only mentioned, but stressed. Beauty is not demanded, though it is surely no handicap; but that well-groomed look of sparkling, positive cleanliness is tremendously well worth striving for, when applying for a position and ever afterward. Hair, nails, teeth, shoes, and clothing all are subjected to searching scrutiny. In this connection, the importance of a clear complexion and of normal weight should be stressed. If you are conscious that you are even five or ten pounds overweight, and that your skin is not all that it might be, do something about these drawbacks before you set out to look for a position.

A NEW brochure, "The Sciences at Iowa State College," has just been released. It was compiled by R. W. Beckman of the Journalism Department.

In it is a new aerial view of the campus and over 60 pictures of students, professors and campus scenes.

This booklet is being distributed by the Division of Industrial Science to high school libraries, where it may be read by students interested in Iowa State College.

BOWLING

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What's New

(Begins on page 9)

me!" concluded Dr. Poulter, even though he was rather complimentary concerning the Marine Corp cook and the rest of the food.

"CAN she bake a cherry pie, Billy Boy, Billy Boy?" the old song used to go. And in the days when Grandpa asked it of Papa about Mama it wasn't such a bad criterion of a woman's capabilities as a cook.

But the cherry pie to cinch any Leap Year bargain is one that has a crust made with sharp Old English Cheese. If the way to a man's heart is through his stomach, as others before us have believed, here is the most direct route, with no cut-offs and no "Stops."

Give a man a pie, brimming with cherry juice, its crust meltingly flaky and rich with the robust flavor of cheese—and he is happy. The cheese crust for cherry pie is a new variation on this interesting old theme, and an unusually happy one. The cheese, used as a part of the shortening ingredient, gives delightful zest, and unusually piquant flavor to the crust—a perfect background for the sweetness of cherries fairly swimming in their own

juice. The cheese also gives the crust an unusual richness of color.

Cherry Pie With Cheese Crust

$\frac{3}{4}$ lb. Old English cheese
 $\frac{1}{2}$ c. shortening
 $\frac{1}{2}$ c. flour
 $\frac{1}{2}$ tsp. salt
Cold water

Cream the "Old English" cheese with the shortening. Work in flour and salt. Mix to a dough with as little cold water as possible. Preferably place in a refrigerator a few hours before baking.

Plant Lighting

(Begins on page 7)

bedtime and on dark, gloomy days. They should, however, burn continuously for 4 or 5 hours an evening. The wall and table type units use 60-watt lamps, and 100- or 150-watt lamps are used in the floorstand units.

These units not only serve to keep the plants vigorous, but also are attractive decorations in any room. There are approximately 22 styles of plant lighting fixtures, and surely an appropriate fixture can be found to harmonize with any style of furniture. The light enhances the beauty of the plants and brightens up many dark corners where heretofore it was impossible to grow plants.

It must be remembered, however, that providing artificial light for house plants is not a solution to all the difficulties common to growing plants in the home, such as too high temperature, lack of sufficient humidity, difficulties due to gas, and the like. If conditions in the home are such that plants can be grown successfully at the window, then lighted house plant fixtures will make possible the growing of plants considerably removed from the window.

Skin of the Cheese

(Begins on page 6)

gates, slowly beautifully, incredibly, that float eased through the White House gates as if they, or it, had been carefully buttered. With a flourish of reins, a jingling of bells, and a smart clatter of hoofs, the horses, sleigh, cheese, girls and all drew up before the White House steps, cameras clicking all the way.

The event caused a genuine stir in Washington, where a stir is rather a difficult thing to cause in these stirring days. For a week the city engaged in conversation about cheese to the exclusion of international politics, the Canadian reciprocity agreement, and even a local murder full of baffling detail. And the success of all of this program may be laid directly to that one and a half inch clearance of the White House gates, and to the fact that nobody in the United States has seen a white horse in years!

WEBSTER SAYS:

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NEXT AMES THEATRE

Skirt Lengths Short

by Vera Joyce Horswell

"MARCH comes in like a lion and goes out like a lamb."

So our modern woman enters March, a disgruntled lioness, a bit soiled and extremely weary of wearing winter coats and hats, and tired of her whole winter self. Nothing looks quite right, but in 30 days she'll emerge transformed from top to toe in the fresh brilliance of spring. She emerges—the lamb.

This spring all the stores have new and enticing things to offer to any style-eager woman. Blue, especially that dark, bright, carbon blue is very popular. Yellow-green, brown-orange, and gay prints will be very acceptable. That clean-cut, tailored look so much a part of spring is achieved with crisp white collars, cuffs, and gloves. Embroidered, shirred, gathered, tucked, and pleated necklines are prominent on many of the new frocks. Gored, gathered, or pleated skirts are especially smart, and skirt

lengths are shorter for street wear, 12 inches from the floor being the popular length.

Fashion decrees taffeta for day as well as evening. Cellophane, rubber and silk printed to resemble linen will be used as trimmings and also in whole garments. Pique and organdy fold around the neck in a manner suggestive of spring. Sweaters are smart, especially in black and white, nigger-brown, navy, yellow-green, or lipstick red.

Suits are more in fashion than ever this year. Tweeds, flannels, plaids in woolens, prints in silk, flowers in linen are appropriate as well as the plain colors in any type of material. Revive last year's suit with a new plaid scarf and wear with it a tailored bright blouse, low-heeled shoes, and a dashing sailor hat. You'll look as if you had stepped from Vogue.

Off-the-face bonnets, colorful pull-on-over-the-eye felts and dainty straws are quite the mode in hats.

Shoes have gone square toed and heeled—a style remarkably flattering to the longer foot. White patent leather is popular for trimming. Flowered, orange-rust, or olive-green are new in suedes. Low heels are still exceedingly popular for dress or sport.

Shoes will be made in every color of the rainbow of every material imaginable. Flaps, buckles, contrasting leathers, perforations, tucks, stitching, but-

tons, and braid help make them essentially 1936.

Merry modern should be well pleased this spring. The styles were made for fresh faces, buoyancy, gay, flashing smiles, wind-tumbled hair—all that youth personifies.

What's New

(Begins on page 8)

glint of the slit cellulose film, which in this particular weave looks as cobwebby as fine drawn work, gives life to the fabric.

Of coarser weave, and in bold three-inch vertical bands is a drapery fabric of crinkly cotton yarn and cellophane slit cellulose film. White bands alternate with blue-green, plum, chartreuse, or other color. The whole color and design scheme is as modern as the material in which it is presented.



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MISS SIMPLICITY for YOUTHFUL LINES

This delightful lightweight garment is of fine peach batiste with matching power elastic batiste panels at the side back for hip control. Elastic waistline straps pull diagonally to flatten the diaphragm and cinch in the waist line. The rounded uplift is of shadow lace and the back is extremely low. A practical garment for both day and evening wear.

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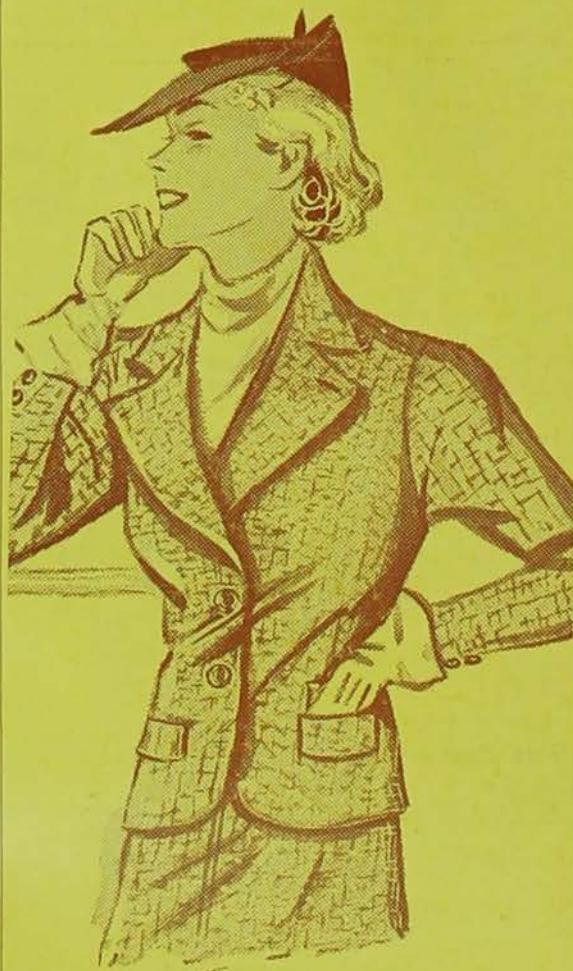
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SUITS—



The Big News for Spring

Of course you're going to have a suit this spring . . . a mannish suit in any one of its many new versions. College Shop suits have that made-to-order look, and take it from us, you'll live in a suit (beginning now all through spring). Wear it under your winter coat now. You'll love the greys, from dove grey to oxford, the precise tailoring, the clean cut lines and the feminized mannishness.

—College Shop: Third Floor; West

YOUNKERS

The
ITALIANS
have a
WORD
for it



But So
Do We



We wouldn't even attempt to mutter (in our best Italian) their nom-de-plume for this most elegant of the international foods. But in our own unabridged Americana we have a word that completely and satisfactorily describes Jack Sprat Prepared Spaghetti—It's—

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